

ORDER



WKYC

Orders	Order / Rev:	703181	
	Alt Order #:	06256499	
	Product Desc:	OBAMA SKED A	
	Estimate:	1522	
	Flight Dates:	08/03/12 - 09/03/12	
	Original Date / Rev:	09/20/12 / 09/20/12	
	Order Type:	Political	
		Primary AE:	WKYC
		Sales Office:	Joe Knauer
		Sales Region:	T-WAS
			NAT

Agency	Name:	<u>Greer Margolis Mitchell/ Pol</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<hr/>
		3050 K St NW
		<hr/>
		Washington, DC 20007
	Billing Type:	<u>Cash</u>
	Billing Calendar:	<u>Broadcast</u>
	Billing Cycle:	<u>EOM/EOC</u>
	Agency Commission:	<u>15%</u>

Advertiser	Name:	Obama/D/President	
Demographic:	A35+	New Business Thru:	
Product Codes:	PL-Presidential,Political,PL-Federal	Order Separation:	00:15:00
Priority:	P-2	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	453	\$508,350.00	\$432,097.50	August 2012	453	\$508,350.00	\$432,097.50	0.00
08/27/12	09/03/12	180	\$156,425.00	\$132,961.25	September 2012	180	\$156,425.00	\$132,961.25	0.00
					Totals	633	\$664,775.00	\$565,058.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Order / Rev: 703181
Alt Order #: 06256499
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
Product Desc: OBAMA SKED A
Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																							
4	WKYC	08/14/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF--	:30	7	\$600.00	P-2	0.00	NM	21	\$12,600.00																							
TONITE SHW-NBC<																																						
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Week: 08/27/12	09/02/12	- TWTF--	7	\$600.00	0.00																																	
5	WKYC	08/14/12	08/31/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	- TWTF--	:30	6	\$250.00	P-2	0.00	NM	18	\$4,500.00																							
WKYC NEWS																																						
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6	WKYC	08/14/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF--	:30	4	\$500.00	P-2	0.00	NM	12	\$6,000.00																							
J FALLON-NBC<																																						
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7	WKYC	08/14/12	08/31/12	Today Show Overnight Today Show Overnight	CM	2xm-230xm (2:00 XM-2:30 XM)	- TWTF--	:30	1	\$50.00	P-2	0.00	NM	3	\$150.00																							
TODAY ALL NIGHT																																						
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8	WKYC	08/07/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF--	:30	1	\$250.00	P-2	0.00	NM	12	\$3,000.00																							
COMMENTS APPLY TO SUB LINES A THRU B																																						
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9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF--	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00																							
COMMENTS APPLY TO SUB LINES A THRU B																																						
DOCTORS<																																						
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10	WKYC	08/14/12	08/31/12	Early Today Early Today	CM	4a-430a	- TWTF--	:30	4	\$25.00	P-2	0.00	NM	11	\$275.00																							
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11	WKYC	08/07/12	08/31/12		CM	4p-5p		:30	1	\$425.00	P-2	0.00	NM	22	\$9,350.00																							

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30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	3	\$600.00	P-2	0.00	NM	8	\$4,800.00
NEWS															
31	WKYC	08/18/12	09/01/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	2	\$125.00	P-2	0.00	NM	6	\$750.00
SAT NEWS															
32	WKYC	08/18/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
SAT NITE LIVE<															
33	WKYC	08/18/12	09/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am (4:30 AM-4:59 AM)	-----S-	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
CRIME STOPERS/ CASH EXPOLSION															

Order / Rev: 703181
Alt Order #: 06256499
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
Product Desc: OBAMA SKED A
Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Channel 3 News at Noon Su															
NOON NEWS															
Channel 3 News at Noon Su															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	08/06/12	08/12/12	-----S	1	\$450.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	NKYC	08/06/12-08/12/12	Su 12-1230p	12-1230p /Su	-----Su	:30	(\$450.00)	0.00	NM						
Credited															
Week:	08/13/12	08/19/12	-----S	1	\$450.00	0.00									
Week:	08/20/12	08/26/12	-----S	1	\$450.00	0.00									
Week:	08/27/12	09/02/12	-----S	1	\$450.00	0.00									
39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax (1:05 XM-1:35 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	3 \$225.00	
WHACKED OUT SPORTS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	07/30/12	08/05/12	-----S	1	\$75.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	NKYC	07/30/12-08/05/12	Sun 1-2x	105x-135ax (1:05 XM-1:35 X-----Su	-----Su	:30	(\$75.00)	0.00	NM						
See MG 39.6															
6	NKYC	08/05/12-08/05/12	Olympics Overnight		Olympics Overnight	1:30 XM-2:00 X-----Su	:30			\$75.00	0.00	NM			
MG for 39.1 08/05															
Week:	08/06/12	08/12/12	-----S	1	\$75.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	NKYC	08/06/12-08/12/12	Sun 1-2x	105x-135ax (1:05 XM-1:35 X-----Su	-----Su	:30	(\$75.00)	0.00	NM						
Credited															
Week:	08/13/12	08/19/12	-----S	1	\$75.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	NKYC	08/13/12-08/19/12	Sun 1-2x	105x-135ax (1:05 XM-1:35 X-----Su	-----Su	:30	(\$75.00)	0.00	NM						
Credited															
Week:	08/20/12	08/26/12	-----S	1	\$75.00	0.00									
Week:	08/27/12	09/02/12	-----S	1	\$75.00	0.00									
40	WKYC	08/19/12	09/02/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$75.00	P-2	0.00	NM	3 \$225.00	
HOUSE CALLS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	08/13/12	08/19/12	-----S	1	\$75.00	0.00									
Week:	08/20/12	08/26/12	-----S	1	\$75.00	0.00									
Week:	08/27/12	09/02/12	-----S	1	\$75.00	0.00									
41	WKYC	08/05/12	08/12/12	Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	3	\$2,000.00	P-2	0.00	NM	7 \$14,000.00	
Olympics Weekend DT															
COMMENTS APPLY TO SUB LINES A THRU B															
OLYMPIC WEEKEND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	07/30/12	08/05/12	-----S	3	\$2,000.00	0.00									
Week:	08/06/12	08/12/12	-----S	4	\$2,000.00	0.00									
42	WKYC	08/19/12	08/19/12	NFL Pre Season Football	CM	NFL Pre-Season Football	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1 \$5,000.00	
NFL Pre-Season Football															
INDY@PITT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	08/13/12	08/19/12	-----S	1	\$5,000.00	0.00									
43	WKYC	08/26/12	08/26/12	NFL Pre Season Football	CM	NFL Pre-Season Football	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1 \$5,000.00	
NFL Pre-Season Football															
CAR@NYJ															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	08/20/12	08/26/12	-----S	1	\$5,000.00	0.00									
44	WKYC	08/19/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	3 \$2,550.00	
SUN TODAY-NBC															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	08/13/12	08/19/12	-----S	1	\$850.00	0.00									
Week:	08/20/12	08/26/12	-----S	1	\$850.00	0.00									
Week:	08/27/12	09/02/12	-----S	1	\$850.00	0.00									
45	WKYC	08/19/12	09/02/12		CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6 \$5,100.00	

Order / Rev: 703181
Alt Order #: 06256499
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
Product Desc: OBAMA SKED A
Estimate: 1522

WKYC

Order / Rev: 703181
Alt Order #: 06256499
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
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Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
54	WKYC	08/15/12	08/29/12	Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM		2 \$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B															
LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/13/12	08/19/12	--W----			1	\$4,500.00			0.00					
Week:	08/20/12	08/26/12	-----			0	\$0.00			0.00					
Week:	08/27/12	09/02/12	--W----			1	\$4,500.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>									
2	NKYC	08/27/12-09/02/12		Wed Prime C		10-11p									
See MG 54.3															
[Prgm Change] political convention															
3	NKYC	08/24/12-08/24/12		Browns Pre-Season Football		Browns Pre-Seas									
(M) MG for 54.2 08/29															
55	WKYC	08/20/12	09/03/12	Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-2	0.00	NM		3 \$1,500.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$500.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$500.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$500.00			0.00					
56	WKYC	08/20/12	09/03/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM		3 \$1,800.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$600.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$600.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$600.00			0.00					
57	WKYC	08/20/12	09/03/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-2	0.00	NM		3 \$750.00
Live on Lakeside															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$250.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$250.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$250.00			0.00					
58	WKYC	08/20/12	09/03/12	Late Night	CM	1237a-136a	M-----	:30	1	\$500.00	P-2	0.00	NM		3 \$1,500.00
Late Night w/Jimmy Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$500.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$500.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$500.00			0.00					
59	WKYC	08/20/12	09/03/12	M-F 2-3p	CM	2-3p	M-----	:30	1	\$250.00	P-2	0.00	NM		2 \$500.00
Rachel Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$250.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$250.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$250.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>									
3	NKYC	09/03/12-09/09/12		M-F 2-3p		2-3p	M-----	:30		(\$250.00)	0.00				
Credited															
60	WKYC	08/20/12	09/03/12	M-F 3-4p	CM	3p-4p	M-----	:30	1	\$350.00	P-2	0.00	NM		2 \$700.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$350.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$350.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$350.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>									
3	NKYC	09/03/12-09/09/12		M-F 3-4p		3p-4p	M-----	:30		(\$350.00)	0.00				
Credited															
61	WKYC	08/20/12	09/03/12	Early Today	CM	4a-430a	M-----	:30	1	\$25.00	P-2	0.00	NM		3 \$75.00
Early Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>					
Week:	08/20/12	08/26/12	M-----			1	\$25.00			0.00					
Week:	08/27/12	09/02/12	M-----			1	\$25.00			0.00					
Week:	09/03/12	09/09/12	M-----			1	\$25.00			0.00					

Order / Rev: 703181
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Flight Dates: 08/03/12 - 09/03/12

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Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A WKYC
 Estimate: 1522

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p															
Entertainment Tonight															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12 08/26/12 M----- 1 \$1,200.00 0.00															
Week: 08/27/12 09/02/12 M----- 1 \$1,200.00 0.00															
Week: 09/03/12 09/09/12 M----- 1 \$1,200.00 0.00															
72	WKYC	08/06/12	08/06/12	M-F 5-6p News (Olympic CM		M-F 5-6P			M-----	:30	1	\$1,400.00	P-2	0.00 NM	
M-F 5-6p News (Olympics)															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 M----- 1 \$1,400.00 0.00															
73	WKYC	08/12/12	08/12/12	Olympics Cntdwn to Close CM		7-8p			-----S	:30	1	\$3,050.00	P-2	0.00 NM	
Olympics Countdown															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 -----S 1 \$3,050.00 0.00															
													Totals	633 \$664,775.00	